

NEWS RELEASE:

June 29, 2010

Japan Center for International Exchange (JCIE)
The Tiffany & Co. Foundation

Winners Announced for the Third Tiffany Foundation Award

The Japan Center for International Exchange (JCIE) and The Tiffany & Co. Foundation are pleased to announce the winners of the third Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society.

The Tiffany & Co. Foundation Award was established in December 2007 in partnership with the Japan Center for International Exchange (JCIE) and The Tiffany & Co. Foundation. The goal of this award is to raise awareness across the country about private sector activities that take place in each region by recognizing organizations which undertake exemplary activities to promote traditional culture and the revitalization of local communities.

From December 2009 to the beginning of February 2010 JCIE requested nominations for the award from experts and institutions active in relevant fields throughout Japan. In addition, organizations with a strong record of carrying out exemplary activities in keeping with the objectives of this award were also invited to directly nominate themselves. After careful selection, the following organizations were selected from 30 applicants for a Taisho award and from 54 applicants for a Shinkosho award. The recipients will each receive a ¥ 2 million award and a custom-designed trophy from Tiffany & Co.

Taisho Award

Kyo-machiya Revitalization Study Group (Kyo-Machiya Saisei Kenkyukai) from Kyoto City, Kyoto

Shinkosho Award

Red Brick Club Maizuru (Akarenga Kurabu Maizuru) from Maizuru City, Kyoto

The following three objectives were established to select winners for this award:

(1) Incorporate the heritage of traditional local culture into the contemporary activities of modern society by mobilizing the participation of a wide range of citizens in traditional cultural activities; (2) Revive traditional cultural activities that have been passed down through the generations with the purpose of regenerating a sense of local pride and contribute to community revitalization; (3) Promote domestic and international exchange related to the theme of traditional arts and culture to rejuvenate local communities and open them to the rest of the world.

Among qualified applicants, the Taisho Award is given to the one organization that is nationally recognized and is expected to introduce a revolutionary or innovative element to their field; and the Shinkosho Award is presented to another that is recognized at the community level as having great potential or that has produced exemplary results through efforts in its region.

An independent selection committee that is comprised of the three experts evaluates the nominees considering the following five criteria.

Criteria for selection

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| 1. Local Culture | Activities that incorporate the heritage of traditional local culture into the contemporary activities of modern society. |
| 2. Self-Sufficiency | Activities that have continued for over 10 years for a Taisho Award and over 5 years for a Shinkosho Award in principle. |
| 3. Cross-sectoral component | Activities that mobilize participation from various societal sectors, including government agencies, businesses and citizens. |
| 4. Impact | Activities that have social impact beyond the local community. |
| 5. Artistic Value | Activities that have outstanding artistic value with a rich visual element. |

Selection Committee

Yuko Tanaka

*Fumio Nanjo

Katsuhiko Hibino

Professor, Hosei University

Director, Mori Art Museum

Artist; Professor, Tokyo University of the Arts

*Chair of the committee

Previous Tiffany Foundation Award Winners

First year

Taisho Award:

Mino Washi Akari Art Contest & Exhibition Organizing Committee (Mino City, Gifu)

Shinkosho Award:

Nishi-Shiogo Revolving Theater Preservation Committee (Hitachi-Omiya City, Ibaraki)

Second year

Taisho Award:

Earth Celebration Committee (Sado City, Niigata)

Shinkosho Award:

Kurobei Project Team (Murakami City, Niigata)

Message from The Tiffany & Co. Foundation

We are proud to be in our third consecutive year of presenting the “Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society.” This award is presented to organizations that have contributed to the preservation of Japan’s heritage and traditional culture. In keeping with the goal of this awards program, Tiffany & Co. honors the importance of cultural heritage and history through contemporary designs of timeless value.

The Tiffany & Co. Foundation provides grants to nonprofit organizations dedicated to the preservation of the arts and environmental conservation. The Foundation has been actively engaged in activities that promote design, craftsmanship and innovation in the arts. Additionally, the Foundation works to preserve the natural world which provides us with the beauty and inspiration to create our world-renowned collections.

Traditional Japanese crafts have also provided design inspiration for Tiffany & Co. In the nineteenth century our designers created sterling silver masterpieces based on exquisite Japanese bird paintings. Tiffany’s “Japanesque Style” remains unsurpassed in the history of American silver design.

The Tiffany & Co. Foundation is pleased to contribute to the positive relationship between Japan and United States by supporting Japanese traditional art.

Fernanda Kellogg
President, The Tiffany & Co. Foundation

About The Tiffany & Co. Foundation

Established in 2000, The Tiffany & Co. Foundation provides grants to nonprofit organizations dedicated to the education and preservation of the arts and environmental conservation. Guided by the belief that a successful company has a responsibility to the greater community, the Foundation awards grants to institutions that preserve traditional artisanship. Support is also given to cultural institutions that foster the decorative arts. In addition, the Foundation assists organizations dedicated to conservation of natural resources from which the company draws the materials and inspiration that are at the heart of Tiffany design. For more information on The Tiffany & Co. Foundation, please visit www.tiffanyandcofoundation.org

Message from JCIE

This is the third awards ceremony since the Tiffany Foundation Award was established in 2007 in partnership with the Japan Center for International Exchange (JCIE) and the Tiffany & Co. Foundation. The goal of this award is to honor the organizations that have made notable contributions to the promotion of Japanese traditional culture and to the revitalization of local communities.

Local communities in Japan are facing various issues due to the rapid aging of the population as well as depopulation. In promoting shared cultural traditions, however, we are seeing a resurgence of interest in the overall health and well-being of the community.

The Tiffany Foundation Award sheds new light on individual efforts to revitalize the community. Every year, we receive more and more support from people who agree with the purpose of the award. We also see an increase of applications from organizations all over the country. I wish to express my gratitude to the selection committee members, Tiffany & Co. Japan, and people throughout the country who have expressed interest in this award and helped to make it a success.

Since its founding in 1970, the Japan Center for International Exchange (JCIE) has worked to promote international dialogue and collaboration among foundations, corporations, governments, and nonprofit organizations around the world. While we celebrate the 40th anniversary this year we have made efforts to introduce the philanthropic work in the US to Japan since its inception.

I respectfully ask for your continued cooperation and support as we strive to make this awards program even more meaningful.

Tadashi Yamamoto
President, JCIE

About JCIE

The Japan Center for International Exchange (JCIE) was founded in 1970 as an independent, nonprofit organization to promote mutual understanding and cooperation between Japan and other countries on policy issues related to international affairs, as well as political, economic and social issues.

Responding to the international exchange needs in this new era, JCIE carries out a wide range of activities such as international dialogues and research on policy issues, as well as exchanges and studies that aim at strengthening the nonprofit sector.

In addition, JCIE has worked to support and facilitate the philanthropic efforts of corporations and foundations both within Japan and abroad, and has over 20 years of experience in carrying out international exchange and cooperation that is connected to the revitalization of local communities. For more information on JCIE, please visit www.jcie.or.jp/japan/

2010 Tiffany Foundation Award Winners

Taisho Award

Kyo-machiya Revitalization Study Group, Kyoto City, Kyoto
Takahiko Otani, President

The group is dedicated to the preservation and promotion of the Kyo-Machiya. Their activities include historical research and public relations.

Machiya are traditional wooden townhouses found in cities throughout Japan. They are built close to the edge of the street, with the front of the building serving as retail space and the rest of the building serving as a residence. Machiya in Kyoto are often referred to as “Kyo-Machiya” and may be found in such areas as Kamigyo-ku, Nakagyo-ku and Shimogyo-ku. In recent years, the number of Kyo-Machiya has decreased dramatically, with the total number now at approximately 25,000. The goal of the organization is to preserve and restore the Machiya for future generations.

Shinkosho Award

Red Brick Club Maizuru, Maizuru City, Kyoto
Susumu Hyuga, Chief Director

Red Brick Restoration Group Maizuru is an organization dedicated to the preservation and promotion of the historic red brick buildings that were built between the Meiji-era and the early Showa-era in Maizuru City. In addition, the group’s activities include conducting surveys and research studies and sponsoring events such as the annual Red Brick Warehouse Summer Jazz Festival, symposiums, and the Red Brick Fiesta. Since obtaining NPO corporate status in August 2000, the group has been working closely with the government, corporations and citizens to preserve the buildings.

In July 2008, seven red brick buildings were designated as important cultural properties by the government. The group is now looking to expand their activities to attract more people to the city and foster a greater sense of civic pride.

Comments from the Committee Members

Fumio Nanjo, Director, Mori Art Museum (Committee Chair)

Kyo-machiya Revitalization Study Group: Kyoto has a rich cultural heritage that is threatened by modernization and economic uncertainty. The group has been effective in restoring and preserving the Kyo-Machiya, which is important not only for cultural reasons, but also for maintaining property values, the livelihoods of residents and tourism.

Red Brick Club Maizuru: The club has raised awareness about the historical importance of the red brick buildings in Maizuru. Their work is part of a movement we've seen in recent years to preserve modern architecture throughout Japan. The country's tourism business benefits greatly from these efforts. In Maizuru, the buildings are now a venue for cultural events that draw both tourists and local residents.

Yuko Tanaka, Professor, Hosei University

Kyo-machiya Revitalization Study Group: This group was organized by the private sector to address the deterioration of the Kyo-Machiya. Group members also offered advice to the owners of Kyo-Machiya on such issues as inheritance taxes and applying for loans to cover maintenance costs. In addition, they compiled a database with the results of citizen surveys. Their approach serves as a great example for other groups who are engaged in similar restoration efforts.

Red Brick Club Maizuru: The group has been successful not only in preserving the buildings, but also in actively promoting them as a venue for music festivals and art exhibitions. Residents have responded well to these events, which bodes well for the buildings' future.

Katsuhiko Hibino, Artist; Professor, Tokyo University of the Arts

The work of both groups honors the past and preserves its artifacts for the future. They have accomplished this task by creating new uses for our historic structures. In so doing, they have prevented these buildings from being destroyed once their original use was no longer viable. Their dedication and innovative ideas have benefitted everyone.